



# THE WRITE TIME TO GROW™

A Content Creation Guide

 **READY TO GO COPY**

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# Welcome

If you're like most business owners, then content creation absolutely overwhelms you.

And no wonder! You've been told you need to:

- Email your prospects and customers
- Be active on social media
- Write articles and blog posts for SEO
- Record videos
- Host webinars
- Create sales pages
- Etc.

There's a good chance you have no clue where to start, or what's most important. And it's not like you've got time to figure it out. You've still got a business to run.

That's why we're excited you're here. Because creating content is ALL that we do. And this guide has been designed to give you a starting point. To teach you what content is most important. And to help you create a long-term content creation system that works for you. Even with your busy schedule.

Starting with...

## First...Commit to Staying Connected

More than anything, your prospects and customers want to know they can trust and count on you. That's why **emails, blog posts, social media posts** and **text messages** are so very important.

Because those are the ways you *directly interact* with your community.

When you consistently create new content through these mediums, you become someone your contacts can rely on.

However, producing fresh content week after week can be time-consuming. So here is what we recommend:

- 1) Research your industry and decide which platforms work best for reaching your target market. Then start there. Just there.
- 2) Commit to what you can realistically do. If you can only post on social media twice a week and/or email once...then make *that* plan happen. Don't beat yourself up for what you don't have time for. You'll get there.
- 3) Repurpose your content. People like small chunks of information. Write one large piece (like a blog post) and break it down into smaller, deliverable chunks (like emails and social media posts).

Not sure how much you're capable of writing? See if you can push yourself to create: 1 blog post a week, 1 email a week, 5 social media posts a week, and a text message twice a month.

Consistency doesn't need to be complicated. Don't force yourself to offer ground-breaking information every time you create content. Simply share some educational, and/or inspiring thoughts on a regular basis and your community will respond.



## Second...Plug the Holes



Most businesses are bleeding money. Even big corporations. There's simply too much going on. Opportunities get missed. Customers and prospects get neglected. And money gets left on the table.

If you don't want to lose out, you've got to plug those holes.

And you do that by finding all the places where you're losing prospects and customers. After their initial connection with you, why do those people drift away?

Usually it's because you fail to stay in touch with them. **Making this a content issue.** But if you put the following email sequences in place, **most (if not all) of those holes will disappear:**

### New Customer Welcome

You've got to let your customers know you care. Do that, and they'll:

- Buy from you again
- Provide you with testimonials
- Refer you to friends and family
- And be your absolute greatest allies

When a prospect makes their first purchase, send them a "Welcome to the Family" email. Let them know how much you appreciate their patronage and give them a way to contact you.

To prevent Buyer's Remorse and build that relationship, you should check in with them every 3-4 days for the first two weeks. (Again, through email.)

If you sell high-ticket items, a phone call might be in line.

After that, whatever you can consistently commit to will be great. Once a week is ideal. But it depends entirely on what you're able to manage.

## **New Prospect Conversion Campaign**

80% of qualified leads get wasted. Eighty percent!

That's crazy talk. Because, theoretically, if you just plugged that hole, you would see 5 times the revenue you're bringing in right now.

Which means the next step is getting your **New Prospect Conversion Campaign** in place.

Before you can create your New Prospect Conversion campaign, you need to decide what the next step in your sales cycle looks like. What do you want prospects doing once they've been added to your database?

Do you want them:

- Signing up for a consultation?
- Signing up for an assessment?
- Buying an entry-level product?
- Requesting a quote?

Figure out the best action for brand-new prospects to take. And then, over a 2 week period, send your new prospects:

- An email to deliver the promised lead magnet (if applicable)
- An email introducing a special offer or the next steps your prospect should take
- Reminder emails to get prospects moving forward

If you send those emails and your prospect does nothing, you can add them to a Long-Term Nurture campaign.

## Long-Term Nurture

New prospect campaigns only last from 2 - 4 weeks. After that, you still want to follow up. Usually through email and text messages. Otherwise, all the work you've done up to this point will be wasted.

You need to be frequently:

- Inviting your prospects to webinars
- Sending prospects promotions
- Asking prospects to check out your blog posts
- Recording educational videos for prospects to view
- Etc.

This is the same kind of content we asked you to create in the first section of this guide.

If you're already doing that, you have nothing else to work on here. Simply send cooler prospects that weekly or bi-weekly email you already committed to write.

Focus on the relationship, occasionally encourage your prospects to buy, and you'll do great. Holes plugged!

## Third...Create System Content

If you're planning to grow...planning to scale your business...then you have to get systems in place. And that starts with finding the right technology.

We'll leave it up to you to find platforms you like. But bare minimum, you'll want email marketing software that allows you to automatically send emails.

Once you have the right tools, the next biggest barrier is the content. The emails have to be written if you want to automate your processes.

Let's get started with your "systems" content. Here are a few situations where automated messaging becomes extremely valuable:

### Appointments

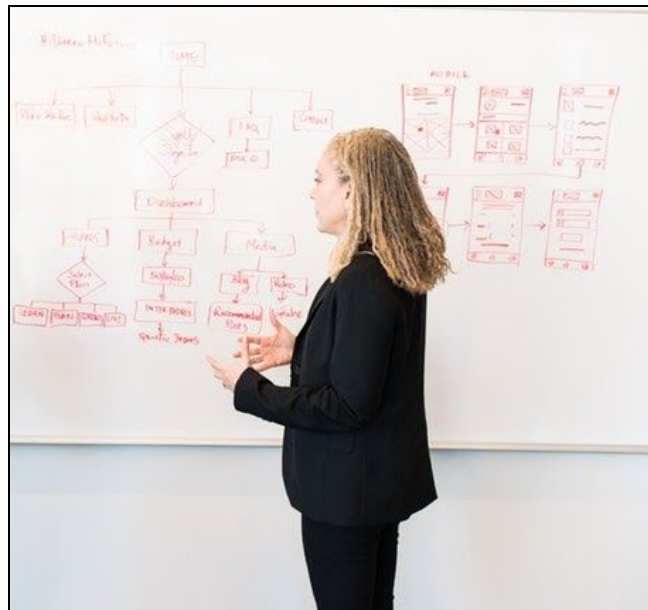
People are 5 times more likely to show up for an appointment...if they get reminders.

No kidding, right? But you'd be surprised how many business owners don't have appointment reminders in place.

So here's what you need to create:

**An Appointment Reminder Sequence.** Send your prospects an email with appointment details as soon as the appointment is scheduled. Reminder emails should also go out 2 days before the appointment date and the day before. On the morning of the appointment, send an email and a text message (if possible).

**A Missed Appointment Follow Up Sequence.** Remember...that prospect could still become a great customer. Don't give up on them when they fail to show. Find out why they weren't there and get them rescheduled. Send up to 3 emails trying to reconnect. Then add the prospect to your Long-Term Nurture campaign.





**A Post Appointment Follow Up Sequence.** Keep trying to close the sale if it didn't happen during your time together. Send up to 3 emails reminding your prospect of any offers you made during the appointment. Then add them to your Long-Term Nurture follow up.

With these campaigns in place, the number of missed appointments should decrease dramatically, sales should increase, and you can focus on getting more appointments scheduled.

## Failed Payments

If you're selling products or services online, then you're going to have moments where the credit card doesn't go through. Or, the credit card gets declined. And then you miss out on the profits!

Communication with your customer is the key to getting those payments processed. But keep in mind...you never want to place blame on the customer. Or embarrass them in any way. Use a friendly email letting would-be customers know their payment failed. Give them next steps to a successful purchase.

## Collections

This is another tricky one. As a business owner, you want to be compassionate, but you also want to get paid. If you plan on collecting on overdue payments, then you'll want a series of emails or letters that get progressively more aggressive.

## Abandoned Cart

Sometimes, it's up to you to help prospects (who are so close to buying they actually add items to their cart) to take that final step. With some great email copy, you can encourage hesitant prospects to move forward.

## Other Systems Campaigns

This is not a complete list of all the system campaigns you might want in place. But it's a good start.

The best part of this, is that once you have the emails written, you're done. While you might review your content occasionally, this is "set it and forget it" copy. With your initial effort done you can be building better relationships and making more money while you continue to focus on the rest of your business.

## Fourth...Write Your Static Content



You'll always be creating and re-creating content. But for the sake of time, get the content that has a longer shelf life out of the way. Your "systems" content was the first step. Now, let's take a look at your "static content".

### Website

More than likely, you had a website in place before you found Ready To Go Copy. It's one of the first things new business owners create. And for good reason. In a digital world, a website is like a storefront. You've got to be there to let people know you exist.

Having said that, there's a good chance your existing website copy needs review. Take a minute, look at your website, and ask yourself the following questions:

- Is it clear, from my homepage, who I'm trying to attract?
- Does the homepage mention what we do and why our target market should care?
- Is there a strong call to action?

If you answered "yes" to these questions, you're doing great! You can move on to your next piece of content.

### Lead Magnet

It's extremely rare for a prospect to discover what you do and immediately sign up as a customer. That's why it's important to collect the prospect's personal info (name, email, phone number if you're lucky). To follow up and educate your prospect until they're ready to buy.

Unless you have a face-to-face encounter, then the only way you're collecting those details is through a webform. And the only reason someone would fill out a webform is because you've offered them something amazing in exchange.

If you're too busy to write the copy, there are plenty of lead magnets that don't require content. Or at least, not much. They include: free trials, consultations, discounts & coupons, contests, calendars, quotes and challenges.

But if you plan to offer a checklist, survey, quiz, free report, guide, ebook, educational videos, webinars, or newsletters, then your content needs to be written around now.

## Sales Pages

You've already reviewed your website. But when you were combing through your content, making sure your message was clear, did you pause to look at your Landing or Sales Pages?

Here's some interesting information to help you evaluate your sales pages. (Or get them written if you haven't created them yet.)

- 1) [Videos](#) get people, on average, to stay on your page 2 minutes longer and increase the chances of a purchase by 64%.
- 2) 80% of people will read your Headline. Only 20% will read the rest of your content.
- 3) Features tell. Benefits sell.
- 4) People retain 65-70 percent of information through shared stories.
- 5) A sales page needs to clearly identify what you're selling and include a single call to action.

That's a lot of information to take in. But sales pages can always be tweaked to improve conversion rates. So think about them as works in progress.

## Fifth...Explore Your Options



At this point, you've got all the critical content pieces in place. And you can take a deep breath.

But the really fun thing about marketing is that there is always something new to try. Something that may convert into massive profits for you. Whenever you find you've got (or can make) some time, you might want to create the following:

### **A Referral Program**

Are other people promoting and selling your offering for you? If not, then consider putting a referral program in place.

Let's talk, for a minute, about your Sphere of Influence. The average person can maintain stable social relationships with about 150 people. When you leverage a CRM, social media, email marketing, that number can grow substantially. But for every person in your sphere, they have a sphere of their own. (150 people reaching 150 people is 22,500 people.)

Imagine what would happen if you had access to all of *those* people? Not just access, but a relationship of already established trust? That is why referral programs play such a big role in growing a business.

## Events

If you're hosting events, you're tapping into an awesome (usually very profitable) opportunity.

Whether your event is live or online, you'll need to:

- Write the copy for your registration page
- Write emails inviting your prospects and/or customers to register
- Write the reminder sequences to get registrants to the event
- Write post-event follow up sequences to increase sales

Beyond that, it's up to you to make sure your events rock!

## Launches

By now you know, some of the key emotions that drive sales are: excitement, anticipation, competitiveness and feeling understood. Which is what launches are for.

If you've only got a week, use that week to send out a teaser email, official launch email for your product or service, and 2-3 reminder emails telling your contacts to buy now if they want your special launch pricing.

If you have more time, then your **launch sequence should take 4-6 weeks** and include:

- Feedback from your community
- Educational content to prep your contacts to buy
- Sneak peeks about what's coming
- Pre-order sales
- The actual launch
- Reminders to buy

Launches are great. Even for your contacts who don't buy during your launch phase. Because, if it's done well, you'll have increased awareness and boosted your credibility.

## Webinars

Hosting a webinar is a great way to close sales quickly. Because you get the chance to show off your expertise, build trust, and demo your offering in an hour or less. To tons of people.

But if you'd like to try hosting a webinar, you've got some content to write.

- 1) **Write the copy for your landing page.** Be sure to include compelling bullet points about the content you'll cover.
- 2) Write several **emails inviting your prospects and/or customers** to jump on the webinar with you.
- 3) **Remind registrants** of the event several times before the actual presentation date.
- 4) **Follow up with attendees and non attendees** after the webinar.
- 5) Consider giving your database **access to the recording**.

Your first experience hosting a webinar might be a challenge. But before long, you'll be hosting webinars that generate a lot more revenue for your business.

## Promotions

For many business owners, promoting their business is a difficult thing to do. They don't want to seem pushy. Or look like the person who's only interested in making money. So when the opportunity to sell or promote their offering comes up, they shy away from it.

You've got to sell! If you expect to run and grow your business, you have to regularly be asking your contacts to make a purchase.

If you're uncomfortable with the promotions, start small. Commit to running just one big promotion every quarter. Holiday promotions are always a good way to test your promotional chops.

# Invest In Fill-in-the-Blank Templates



As mentioned, content creation never ends. As long as you have a business, you're always going to need content. Fresh, compelling content. Which is why, our very last step is our strong recommendation that you:

Invest in fill-in-the-blank marketing templates.

Because the truth is...writing a single email could take you an hour or more. So even doing the bare minimum is going to take some real effort.

With fill-in-the-blank templates, you can create an email in 10 minutes. You could add social media posts to your Facebook page in 3 minutes. You could have entire email campaigns ready to go in the same amount of time it normally takes to write that first email.

In other words, content creation becomes fast and easy.

**Fast, easy, and totally doable.**

Sign up for an Unlimited Access membership and you'll have access to thousands of templates. Templates for every single activity we discussed in this guide.

Learn more here: <https://readytogo.com/unlimited-membership/>

